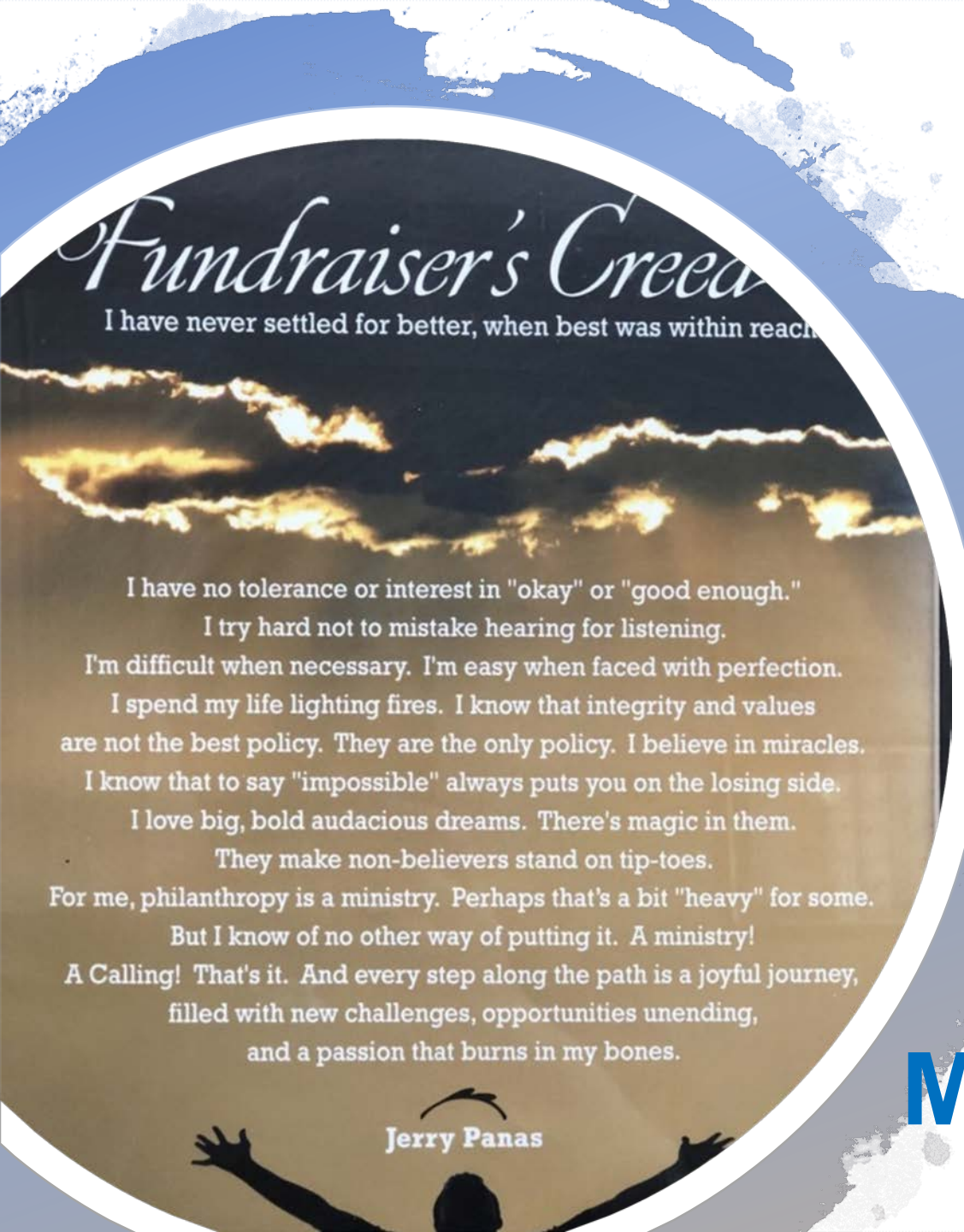




*What's Your  
Legacy?*



**Dream**

**Magic**

**Opportunities**

**Passion**

**Integrity<sup>n</sup>**

**Calling**

**Values**

**Ministry**

**Miracles**

# *What's Your Legacy?*

## Inspiring Language

*Legacy is not what I did for myself. It's what I'm doing for the next generation.*

*Victor Belfort*

Fundraising	Philanthropy
Purely Generosity	+ Investment
Fund Deficit Needs	Fund Strengths, Resources & Potential
Problems	Possibilities
Money	Meaning
Transactional	Transformational
Can Feel Predatory	Should be Cooperative
Motivational	Inspirational
Fund an Organization	Advance a Cause
Token Gifts	Meaningful Investments
Needs Driven	Vision-Led
Scarcity of Resources	Abundance of Resources
Tell the Organization's Story	Listen to the Donor's Story
Reactive	Proactive

# *What's Your Legacy?*

## **Talk the Walk**

*Handle them carefully, for  
words have more power than  
atom bombs.*

*Pearl Strachan Hurd*

Eeeek	Ahhhh
Let's Hit Him Up	Let's Invite Him
Let's Ask for Money	Let's Inspire Giving
Let's Twist Her Arm	Possibilities
Money	Meaning
They Have Deep Pockets	They like to invest in causes that reflect their values.
We need to get a donation.	We need to get to know this donor before we can understand if we are a match for them.

# *What's Your Legacy?*

## **Donor First**

*Staying true to your donors is  
a commitment you make  
when you decide to be a  
fundraiser.*

*Debra Griffith*

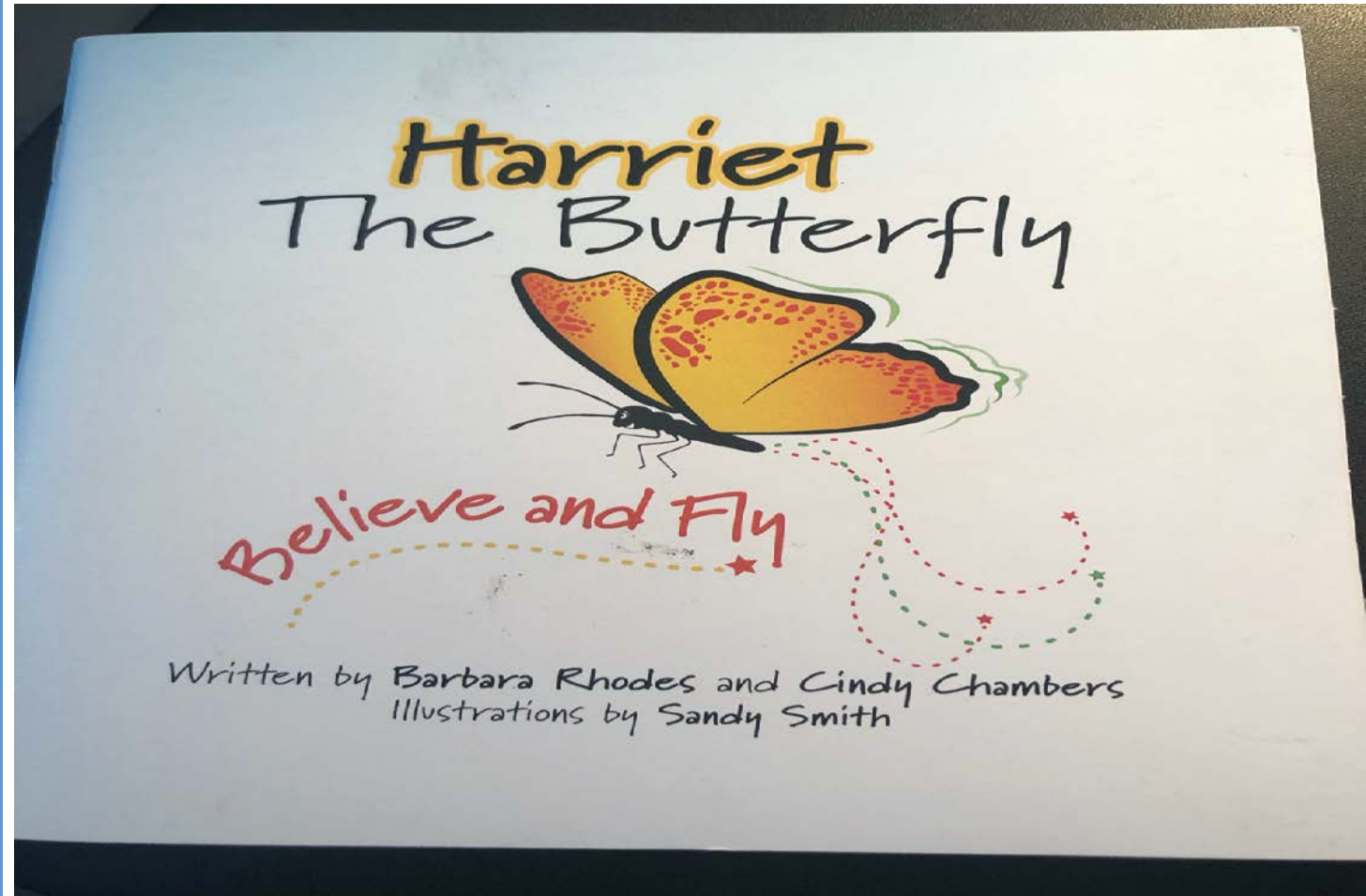
- ☐ Donors don't care about your goals
- ☐ Donors don't care about your performance review
- ☐ Donors don't care appreciate having dollars signs on their faces
- ☐ Donors do want to invest in the big idea
- ☐ Donors do want to make a difference and want your help

*What's Your Legacy?*

## Recognition

*We do not remember days,  
we remember moments.*

*Chinese Proverb*







# *What's Your Legacy?*

## **Be Certifiable!**

*Be a good ancestor.  
Stand for something  
bigger than yourself.*

*Marian Wright Edelman*

- ☐ Demonstrates your commitment to professional growth and life-long learning.
- ☐ Signals to your donors that you employ best practices and ethical standards.
- ☐ Demonstrates your commitment to your profession.
- ☐ Certified Fundraisers make an average of 17% more than those who are not.
- ☐ Expanded Career Opportunities



# *What's Your Legacy?*

## **Mentoring**

*A mentor is someone  
who allows you to see  
the hope inside yourself.*

*Oprah Winfrey*

- ☐ Tenure
- ☐ Leadership
- ☐ Ongoing Education
- ☐ Giving Back



*What's Your Legacy?*

## Competition?

*In a gentle way, you can  
shake the world.*

*Mahatma Gandhi*

- ☐ All Ships Rise With The Tide
- ☐ Donors are Not Your Friends
- ☐ Don't Say "No" For Your Donors
- ☐ Build Relationships for the Organization

# Dr. Lance Secretan

He is the former CEO of a Fortune 100 company, university professor, award-winning columnist, poet, author, and outdoor athlete.



Dr. Lance Secretan is a trailblazing teacher, advisor and expert on corporate culture

He is the author of 21 books about leadership, inspiration, corporate culture and entrepreneurship.

ranked among the top-most influential executive coaches as well as the top influential leadership experts.

The Secretan Center, Inc. is ranked #1 in the world as an international leadership consulting firm by Leadership Excellence.

The recipient of the International Caring Award, whose previous winners include Pope Francis, the Dalai Lama and President Jimmy Carter.

[www.secretan.com](http://www.secretan.com)

# *LEADERSHIP*

**Motivation**

**Vs.**

**Inspiration**

*The most important thing  
in communication is to  
hear what isn't being said.*

*Peter F. Drucker*

**Motivation is something we DO  
to other people.**

*Based on fear and material rewards/punishment*

*Do what I say, or you'll be fired!*

**Fear, Anger, Lack of Trust**

**Inspiration is something we  
IGNITE in other people.**

*Based on love*

*What can I help you achieve?*

**Joy, Inspiration, Trust**

# *LEADERSHIP*

## **Why is Work Making Us Sick?**

*Servant leadership begins  
with the natural feeling  
that one wants to serve  
first. This conscious choice  
inspires leadership.*

*Robert Greenleaf*

- ❑ North America has the highest incidence of heart disease in the world.
- ❑ North America spends more of its GDP on health issues more than any other nation.
- ❑ 73% of people surveyed in the workforce would quit their job if possible.


# Designing Your Legacy

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*One of the most courageous things  
you can do is  
identify yourself, know who you are,  
what you believe in and where you  
want to go.*

*Sheila Murray Bethel*





Destiny: **WHY** are you here?

Character: How will you **BE** while you are here?

Calling: What will you **DO** while you are here?

**WHY-BE-DO**



# WHAT'S YOUR DESTINY AS A PHILANTHROPIC AMBASSADOR?

Here are some other examples of personal Destiny statements:

- ✚ Joe Calvaruso, former CEO of Mount Carmel Health System, a world-class healthcare system in Columbus, Ohio: *To illuminate the sacredness in every soul.*
- ✚ Rick Goldring, Mayor of Burlington, Ontario: *To transform the politics of division into the politics of inclusion*
- ✚ Deanna Stull, Chief Experience Officer, CoachVille Inc., *To create a more courageous and inspired world.*
- ✚ CJ Shelton (experiential artist): *To contribute beauty, truth and wisdom to the world*
- ✚ Wauleah Larson, Native American healthcare executive: *To awaken the spirit of Ho (Cherokee for "It is so") in the world.*
- ✚ Christopher Todoroff, General Counsel, Humana Inc.: *To create greater harmony, justice and peace in the world.*
- ✚ Denisha Tate, former COO, Boys and Girls Clubs of Great Milwaukee: *To generate contagious hopefulness.*



## Penny's Why-Be-Do®

### Destiny Statement

Inspire philanthropic ambassadors to  
fully engage the power of  
philanthropy.

### Character

I will stand for integrity, authenticity  
and a true love of humanity.

### Do

To use my experience and voice to  
inspire transformational philanthropy.

***The two most  
important days in  
your life are the  
day you are born  
and the day you  
discover why.***

*Anonymous*

# WHY-BE-DO

## Your Destiny Statement

Why are you here? What is your higher purpose? Whom does your destiny serve?

## Defining Your Character

How will you be? What will you Stand For? Your Personal Brand

## What Will You Do?

How will you fulfill your destiny?

Legacy is not  
leaving something  
for people. It's  
leaving something  
in people.

*Peter Strople*

WHY-BE-DO

EXERCISE

CASTLE PRINCIPLES®

## Where Do Principles Come From

Conducted research on a key  
question:

*“What do you **NOT** like  
about leaders?”*

**CASTLE PRINCIPLES®**

## And The Answers

- Cowards
- Phony Leaders
- Selfish Leaders
- Liars
- Fearmongers
- Idiots

## CASTLE PRINCIPLES®

### And The Answers

Amazingly, the majority of LEADERS think the following characteristics are the keys to their personal success:

- CYA & Keeping Head Down
- Political Gamesmanship
- Looking out for #1
- Deceit, Domination & Intimidation
- Mediocrity & Bureaucracy

## CASTLE PRINCIPLES®

### Think About It

- This is how people describe their leaders
- Why 80% of population doesn't look forward to going to work on Monday
- Why Gallup's most recent research shows...
  - 30% of employees engaged
  - 52% disengaged
  - 18% actively disengaged
- 70% of employees are passively or actively working against the company

This is Why Teams, Companies and Organization are **UNINSPIRING!**



CASTLE PRINCIPLES®

*Followers LOVE  
courageous leaders.*

## COURAGE

Reaching beyond the boundaries  
of our existing limitations, fears  
and beliefs.

**CASTLE PRINCIPLES®**

*Followers LOVE  
authentic leaders.*

## AUTHENTICITY

Being genuine, transparent and aligned with our inner voice. We are authentic when what we think, say, feel and do are aligned.

## CASTLE PRINCIPLES®

*Followers LOVE  
servant leaders.*

### SERVICE

Willing and actively supporting the good of others. Inspiring leaders serve employees, customers, donors, vendors and communities.

CASTLE PRINCIPLES®

*Followers LOVE  
truthful leaders.*

## TRUTHFULNESS

Being honest and transparent in  
all thoughts, words, deeds and  
actions.

## CASTLE PRINCIPLES®

*Followers LOVE  
compassionate  
and caring leaders.*

## LOVE

Relating to others by touching  
their hearts in ways that add to  
who we both are as people.

CASTLE PRINCIPLES®

*Followers LOVE  
effective leaders.*

## EFFECTIVENESS

Achieving desired outcomes  
successfully.

Thanks!



AT 211 DEGREES, WATER IS HOT  
AT 212 DEGREES,  
**IT BOILS.**

AND WITH BOILING WATER, COMES  
**STEAM**

AND WITH STEAM YOU CAN  
**POWER A TRAIN.**

ONE EXTRA DEGREE MAKES ALL THE DIFFERENCE.

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